

## IN THE CLAIMS

1. (Currently amended) A method for dynamically creating and delivering interactive personalized content in an electronic environment, comprising:  
providing a first agent with a narrative framework which comprises content elements, each content element comprising a plurality of types of representations having different media characteristics, and the content elements facilitating modification based upon a delivery context;  
automatically sequencing and editing the narrative framework in the first agent, based upon a profile of a user, to create a dynamically generated narrative;  
automatically modifying the dynamically generated narrative in a second agent based upon the delivery context; and  
rendering the modified narrative in the second agent for presentation to the user.
2. (Original) The method of claim 1, further comprising updating the user profile based on a user interaction history.
3. (Original) The method of claim 1, in which the user profile is created by gathering data from the user, analyzing a history of the user, monitoring data related to the user, and detecting patterns and trends of the user.
4. (Original) The method of claim 1, in which the delivery context comprises a display area.
5. (Original) The method of claim 1, in which the delivery context comprises a network connection.
6. (Canceled)
7. (Canceled)
8. (Canceled)
9. (Canceled)
10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Previously presented) A computer readable medium that stores a computer program, executable by a computer, for dynamically creating and delivering interactive personalized content, comprising:

a first agent code segment including:

a retrieving code segment executable to retrieve a narrative framework that comprises content elements, each content element comprising a plurality of types of representations having different media characteristics, and the content elements facilitating modification based upon a delivery context; and

an editing code segment executable to automatically sequence and edit the narrative framework, based upon a profile of a user, to create a dynamically generated narrative; and

a second agent code segment including:

a delivery context code segment executable to automatically modify the dynamically generated narrative based upon the delivery context; and  
a rendering code segment executable to render the modified narrative for presentation to the user.

14. (Previously Presented) The medium of claim 13, further comprising a profile updating code segment executable to update the user profile based on a user interaction history.

15. (Previously Presented) The medium of claim 13, further comprising a profile creation code segment to create the user profile is created by gathering data from the user, analyzing a history of the user, monitoring data related to the user, and detecting patterns and trends of the user.

16. (Original) The medium of claim 13, in which the delivery context comprises a display area.

17. (Original) The medium of claim 13, in which the delivery context comprises a network connection.

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)